Testable Assumptions & Test Vehicles Assignment Rubric

Elements	Criteria	Score
Provides project position statement & value hypothesis	Uses all elements of the formula to fully define the project: For (target customer) who (statement of the need or opportunity), the (product name) is a (product category) that (statement of key benefit – that is, compelling reason to buy). Unlike (primary competitive alternative), our product (statement of primary differentiation). Provides complete core/summary value hypothesis using all elements of the formula: If we [do something] for [persona], they will [respond in a certain way].	5
	Uses 5-6 elements of the above project positioning formula to define the project; uses 2 elements of the above core/summary value hypothesis formula	4
	Uses ≤4 elements of the above formula to define the project; uses ≤ 1 elements of the above core/summary value hypothesis formula	3
Creates testable child assumptions	Uses the formula to create at least 5 testable and more detailed/specific assumptions: If we [do something] for [persona], they will [respond a certain way]; assumptions are relevant to the value hypothesis	5
	Uses the formula to create at least 4 testable and more detailed/specific assumptions: If we [do something] for [persona], they will [respond a certain way]; most assumptions are relevant to the value hypothesis	4
	Uses the formula to create at least ≤ 3 testable and more detailed/specific assumptions: If we [do something] for [persona], they will [respond a certain way]; some or no assumptions are relevant to the value hypothesis	3
Feedback	Other assumptions you might want to test are....	NA
Ranks each assumption	Ranks each assumption on the 1-10 scale; accurately explains why the assumption is pivotal, important, or tactical; causality among assumptions is clear	5
	Ranks each assumption on the 1-10 scale; explanation for why the assumption is pivotal, important, or tactical is not accurate or the causality among assumptions is not clear	4
	Fails to rank each assumption on the 1-10 scale based on whether it's pivotal, important, or tactical; causality among assumptions is not clear	3
Feedback	You could tighten up your assumption rankings by….	NA

Creates test vehicles	Creates 3 different test vehicles (Wizard of Oz, concierge, sales) for at least 3 different assumptions (9 total)	5
	Creates 3 different test vehicles (Wizard of Oz, concierge, sales) for at least 2 different assumptions (6 total)	4
	Creates 3 different test vehicles (Wizard of Oz, concierge, sales) for at least 1 assumption (3 total) or does not create test vehicles	3
Creates appropriate test vehicles	Sales MVPs: The sales plan/channel is clearly described and seems plausible for the target segment and persona. It is likely to deliver clear, actionable results against the stated assumption. Concierge MVPs: The concierge MVP will adequately approximate the target product experience's value proposition. The user's interaction with it will yield valuable, measurable learning's (be those qualitative or quantitative). It pairs well with the stated assumption. Wizard of Oz MVPs: The vehicle will meaningfully simulate the product experience and deliver valuable observations against the assumption.	5
	2 of the above criteria are met	4
	$\leq$ 1 of the above criteria are met	3
Feedback	Another MVP you could try is ….	NA